

September 8, 1950.

Mr. William Terry
Production Director
Radio Station WDBS
Hanover, N.H.

Dear Bill:

Once again it's time to start thinking about the possibility of exchanging some programs this coming year. Last year, as you probably remember, WYBC and WDBS exchanged one football interview. This year I see no reason why we could not expand that considerably.

I am at the moment writing to the other program directors around the circuit, in the hope that they will be able to supply us with something in the way of football material. Since we don't play Penn, I am omitting WXPB.

As I remember you are satisfactorily equipped with tape recording devices, so that we should have no trouble at all as far as our two stations are concerned. I should imagine, however, that we will have to cut some discs for Harvard and Princeton, unless those stations can scare up a home model that they can adapt for their use.

I will be glad to supply as many of these programs as you can use. For your information I have enclosed our football schedule for this season. I would appreciate receiving yours, so that we can arrange trade dates.

A couple of other things have come up, good news too. The New York Times and Newsweek magazine have notified Ivy that they wish to resume broadcasting on the fall under the same conditions. The Times wants 26 spots the first week you are on the air for regular broadcasting, and Newsweek wishes the same program, but this year they would like a time at 9:00 PM or thereabouts. I don't know when you ran it last year. Contracts for these have to be made out soon, so if you have not already done so, could you forward the exact dates of your broadcast schedule to Ding Koehler here in New Haven. His office will make out contracts for the accounts. During the summer I obtained approximate information as to your dates on the air, and was able to give the sponsor an estimate, but that was all. I'd feel happier if everything were signed.

I am sending you an ET with the Times commercials on it--one minute long. I hope you enjoyed this summer, and that we can help IVY to enjoy its most prosperous year.

Cordially yours,

Howard Eaton, Jr.
Program Director

